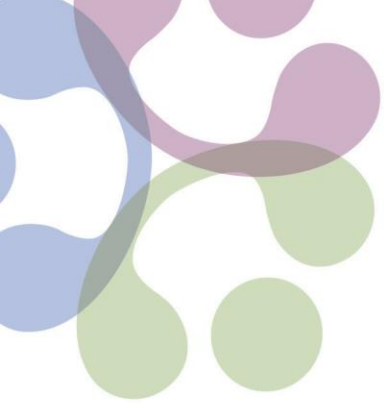




Health First COLORADO™

Colorado's Medicaid Program

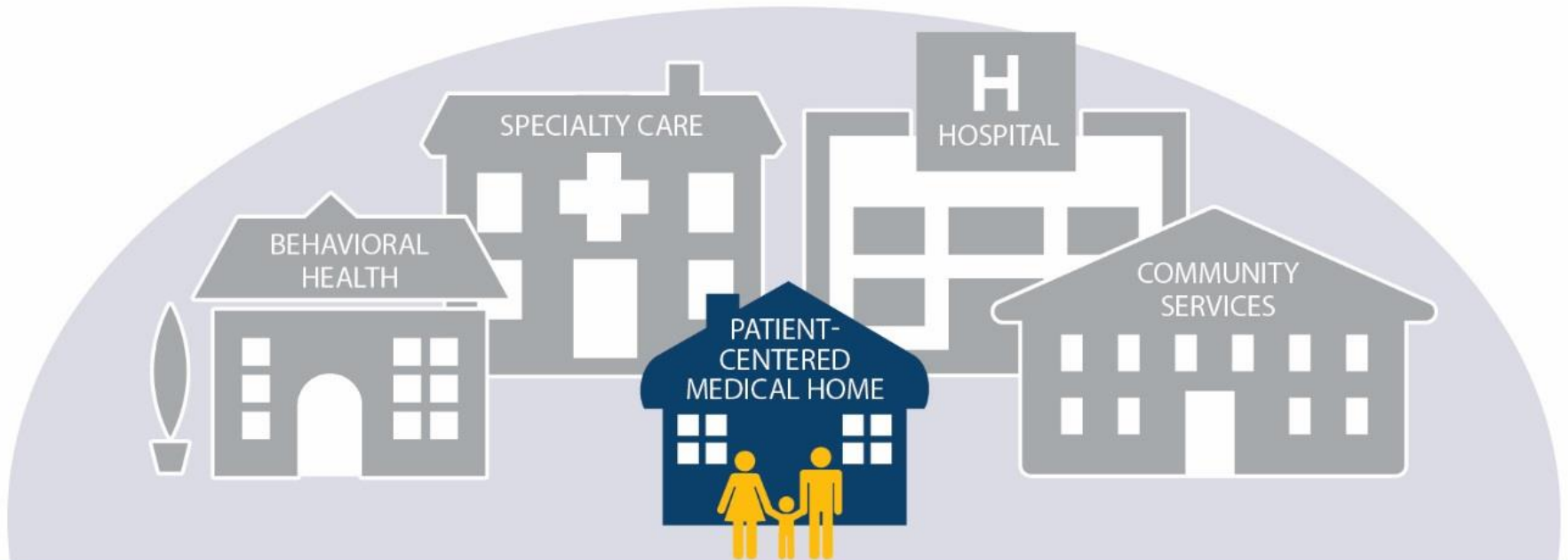
Information for Providers, Partners &
Community Organizations



Agenda

1. Why are we re-naming Medicaid?
2. Launch timeline
3. What is changing and what is not!
4. FAQs and Resources

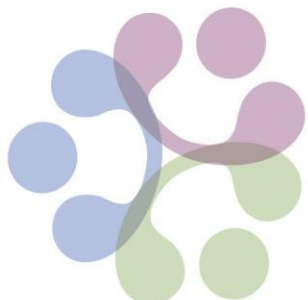
Medicaid is DIFFERENT!





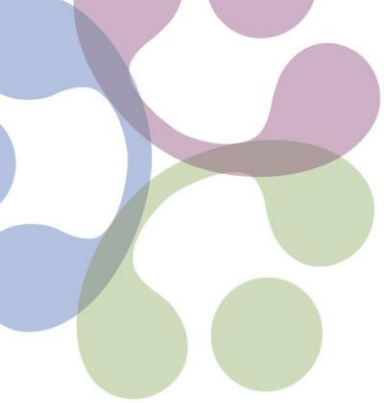
Get to know Health First Colorado





New Medicaid Names





Launch Activities

Effective June 27, 2016...

- **Member Noticing**
All CBMS client correspondence
- **Public Announcement**
News release
HealthFirstColorado.com go live
Grant-funded advertising

CBMS Notice Example

STATE OF COLORADO



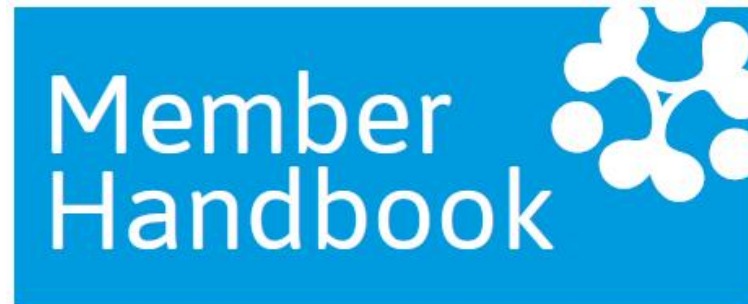
	Approval: Your application has been approved for the following individual(s).		
Benefit Category	Individual Name and Medical Assistance ID	Application Date	Coverage Start Date
Health First Colorado (Colorado's Medicaid Program) + Additional Long-Term Care Services			
Additional Information:			
Supporting Rule:			



Member Handbook

- Consolidated version
- 1 mailed per household
- Also available on:

HealthFirstColorado.com
HCPF website





Member ID Card



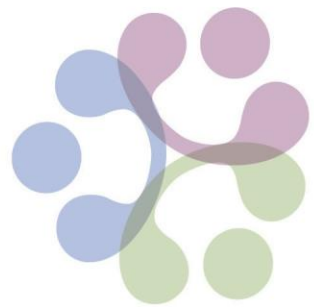
Member name:

Member ID #:

- Talk to a nurse anytime at 1-800-283-3221. Dial 911 or go to the ER in a life threatening emergency.
- View coverage and co-payment info or find a provider:
 - Colorado.gov/HCPF
 - *PEAKHealth* mobile app
 - Call 1-800-221-3943 or State Relay 711, M-F, 7:30am-5:15pm
- Keep your coverage and info current:
 - Colorado.gov/PEAK
 - *PEAKHealth* mobile app
- Bring a photo ID when you go to your provider or pharmacy.

Providers: This card does not guarantee eligibility or payment for services. You must verify identity and eligibility before providing services.





Enrollment Broker

Health Colorado



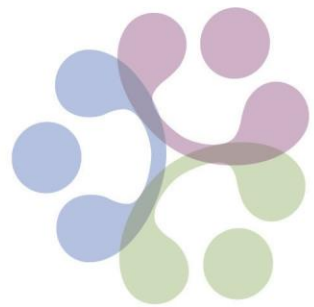
Health First Colorado Enrollment



Health First Colorado Enrollment
4500 Cherry Creek Drive South, Suite 210
Glendale, Colorado 80246

Return service requested





HealthFirstColorado.com

Now Live!!

The screenshot shows the Health First Colorado website. At the top left is the logo with the text "Health First COLORADO" and "Colorado's Medicaid Program" below it. To the right is a search bar with a magnifying glass icon, the text "search the site", a "GO" button, and a "Select Language" dropdown menu. Below the search bar is a navigation menu with links: "Apply Now", "Find Doctors", "Benefits & Services", "News & Resources", "About", and "Get Help". The main content area features a large background image of tall grasses. Overlaid on this is a purple banner with the text "HEALTH FIRST COLORADO" in white. Below the banner is a blue button with the text "APPLY NOW »". At the bottom of the page is a footer with three buttons: a purple button with a right arrow icon and the text "APPLY NOW", a blue button with a magnifying glass icon and the text "FIND DOCTORS", and a grey button with a group of people icon and the text "MEMBER BENEFITS & SERVICES".





Key Messages

- No changes to:
Eligibility
Coverage
Benefits
Choice of providers
- New name **developed with input from members** and prospective members.
- Name development and public launch **funded by grants.**



Providers

No changes to:

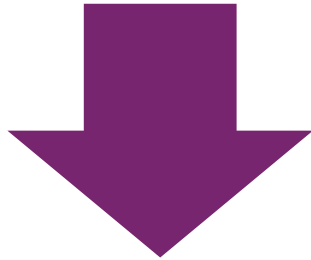
Colorado Medical
Assistance
Program Web
Portal or Claims
Processing

The screenshot shows the login page for the Colorado Medical Assistance Program Web Portal. At the top, there is a blue header with the Colorado Department of Health Care Policy and Financing logo on the left and a mountain graphic on the right. Below the header is a navigation bar with links: Related Sites, Provider Services, CHP+, CACP, Old Age Pension, and HIPAA. The main heading is "Colorado Medical Assistance Program Web Portal" followed by "Login". A disclaimer states: "Access to this application is restricted to those who have been authorized by the Colorado Department of Health Care Policy and Financing. The department is tracking all users in the system and all uses of the system. All unauthorized activity will be prosecuted to the full extent of the law." Below this are input fields for "User Name:*" and "Password:*". There are "Login" and "Change Password" buttons. A note says "Note: Password is case sensitive". At the bottom, there are links for "[I forgot my user name.](#)" and "[I forgot my password.](#)".

How and where will Health First Colorado be used?

Rule of Thumb

**Non-Member Facing
Policy, Rules,
Legislative, Contract**



COLORADO
Department of Health Care
Policy & Financing

**Member-Facing
Program, Benefit,
Service**



**Health First
COLORADO™**
Colorado's Medicaid Program



Programs Not Affected



CHP+
Child Health Plan *Plus*



CICP

Colorado Indigent Care Program



COLORADO

School Health Services Program



COLORADO

Department of Health Care
Policy & Financing

Medical Services Board





New Program Name

Regular or “full” Medicaid, all MAGI programs



Health First
COLORADO™
Colorado's Medicaid Program

B a s i c

Health First Colorado Plans



Health First
COLORADO™
Colorado's Medicaid Program

B a s i c



Health First
COLORADO™
Colorado's Medicaid Program

Administered by
Denver Health
Medicaid Choice



Health First
COLORADO™
Colorado's Medicaid Program

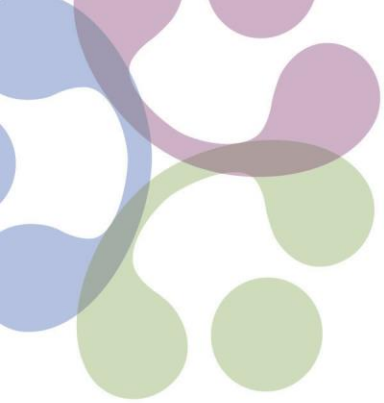
Accountable Care Collaborative



Health First
COLORADO™
Colorado's Medicaid Program

Program of All-Inclusive Care
for the Elderly





Tagline

Use this to replace
references to
“Colorado
Medicaid” and
“Medicaid”

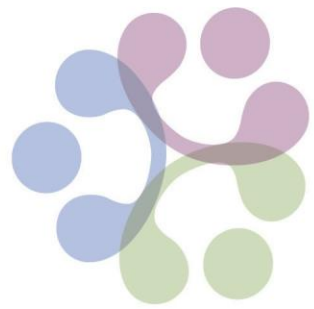
Don't use the name
without the tagline/
parenthetical in the first
written reference in
documents

**Health First Colorado
(Colorado's Medicaid Program)**

~~**Health First Colorado**~~



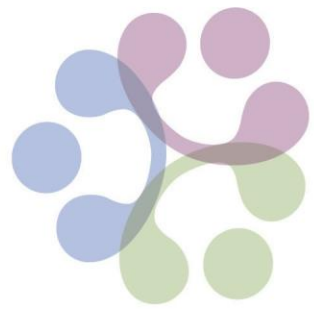
Frequently Asked Questions



FAQ: Where do I refer people to apply?

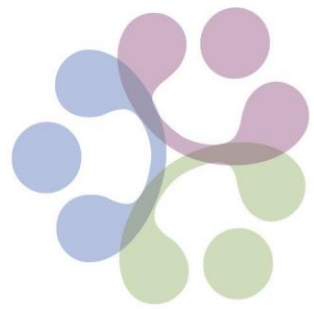
Current members and people who think they may qualify for Health First Colorado may visit HealthFirstColorado.com for:

- How to apply (link to PEAK)
- Provider search
- Overview of member benefits & services
- Download the member handbook



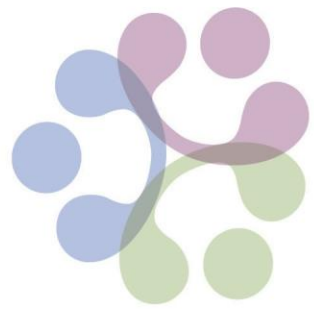
FAQ: How does this change my coverage?

There are no changes to member eligibility, coverage, benefits or choice of providers associated with the name change from Medicaid to Health First Colorado.



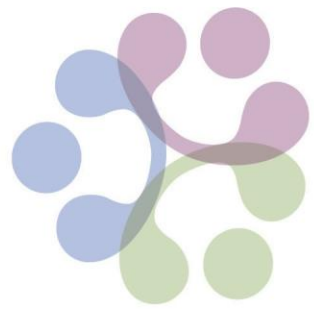
FAQ: Can I continue to see the same providers?

Yes, there is no change to choice of providers associated with this change.



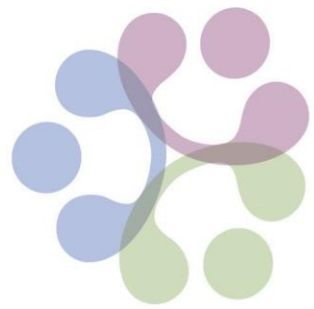
FAQ: Will my provider accept my Health First Colorado ID card?

Yes, providers will accept your Health First Colorado ID card or your “old” Medicaid card.



FAQ: Does Health First Colorado cost money?

There are no changes to member costs associated with this change. Health First Colorado (Colorado's Medicaid Program) does not have an enrollment fee but in some circumstances co-pays may be required.



FAQ: Why is the state spending money on this?

The Department of Health Care Policy & Financing, which administers Health First Colorado, received **grant funding** to support both the name change and a public advertising campaign to promote the new name.

Communication Resources



Putting Your Health First



**Health First
COLORADO™**

Colorado's Medicaid Program



**New Name.
Same Great Coverage.**

HealthFirstColorado.com

Member Handbook



Medicaid is now...



**Health First
COLORADO™**

Colorado's Medicaid Program



**New Name.
Same Great Coverage.**

HealthFirstColorado.com

Medicaid ahora se llama...



**Health First
COLORADO™**

Colorado's Medicaid Program




**Nuevo nombre.
La misma gran cobertura.**

HealthFirstColorado.com

QUICK FACTS



**Health First
COLORADO™**
Colorado's Medicaid Program

- Colorado Medicaid is now called Health First Colorado. *New name... same great coverage, benefits and choice of providers.*
- Yearly wellness doctor visits are still covered!
- Find a doctor and other providers who accept Health First Colorado members by visiting HealthFirstColorado.com.
- Access your Health First Colorado health plan, member identification card and benefits on your mobile device.  **PEAKHealth**
- There's no deadline - apply anytime at Colorado.gov/PEAK, in person at your county human or social services office or an application assistance site, or over the phone by calling 1-800-221-3943.

Learn more at HealthFirstColorado.com



**Health First
COLORADO™**



Resources

HealthFirstColorado.com (starting June 27)

- Print-ready posters, brochure and flyers
- Radio ad spots

[Department Stakeholder Page](http://www.colorado.gov/hcpf/hfc-stakeholders)

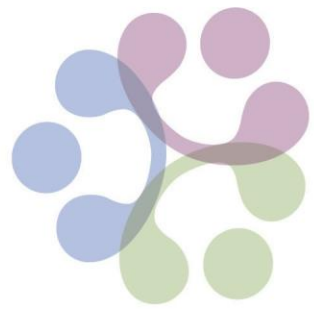
www.colorado.gov/hcpf/hfc-stakeholders

- Recorded presentations
- Webinar schedule & registration
- FAQs

[Dropbox](http://bit.ly/1HDE4yk)

<http://bit.ly/1HDE4yk>

- Logo files
- Style & brand references



Providers

Get tailored updates about the new claims payment and pharmacy benefit systems (effective Nov 1, 2016).

Sign-up for [this email distribution list](http://goo.gl/forms/zp5jIwcyxI) (<http://goo.gl/forms/zp5jIwcyxI>) today to receive important information specific to your provider type or business, straight to your inbox.



Thank You!

Questions?

Debbie Fimple

Health First Colorado Grant Manager

Dept of Health Care Policy & Financing

Debbie.Fimple@state.co.us

Phone: 303.866.6346